

Argument Against Measure E

Measure E is a blank check for the hedge fund speculators who wrote it.

- Gives private developers control of the stadium property for 99 years, a financial windfall worth tens of millions of dollars, at the expense of taxpayers.
- Allows these developers to build what they want, when they want; prohibits public hearings or review by the City Council; and circumvents environmental review required of other major projects.
- Doesn't require the actual development look anything like the plan they are currently promoting.

SoccerCity will create perpetual traffic gridlock in Mission Valley.

- The independent San Diego Association of Governments estimated SoccerCity will generate nearly 100,000 new vehicle trips per day in this already-congested area.
- Doesn't provide necessary funds to improve area roads and reduce the impacts of this massive traffic influx.
- Exempt from requirements to mitigate traffic impacts, as required of other developments. Taxpayers could be left holding the bag.

Promoters of Measure E can't be trusted.

- Measure E was developed behind closed doors -- no public input. It was designed to maximize profits for private developers, not the public.
- According to the City Attorney, Measure E doesn't guarantee a professional soccer franchise, a soccer stadium or the promised river park. The San Diego River Park Foundation opposes Measure E.
- Promoters claim their plan accommodates SDSU's expansion needs, but SDSU says that's not true. The City Attorney confirmed Measure E gives no rights to SDSU.
- Promoters claim Measure E's deficiencies can be solved by signing a supplementary agreement with the Mayor, but the City Attorney said such supplementary agreements cannot be enforced.

NO on Measure E: Empty Promises, Extreme Traffic

www.NoOnSoccerCity.com